

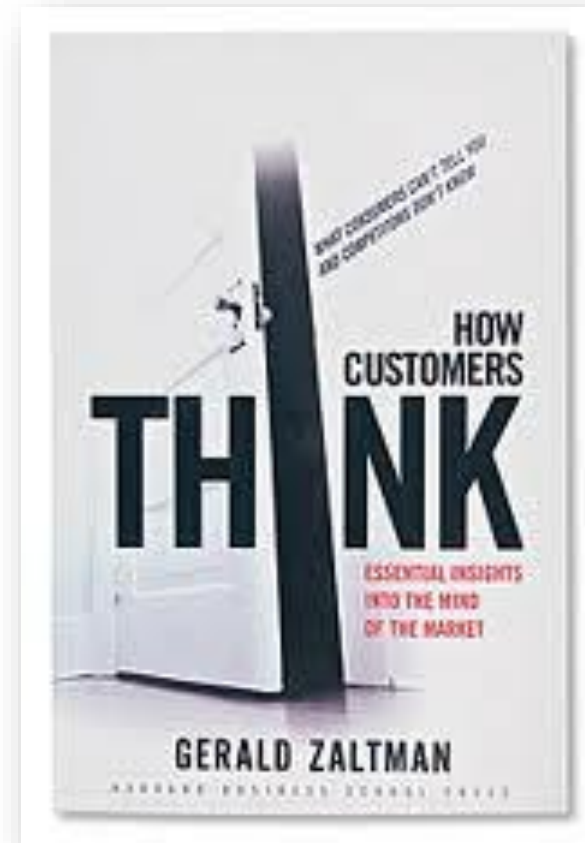
5 Direct Mail Copy + Design Secrets No One Shares

Nancy Harhut
Chief Creative Officer
HBT Marketing
@nharhut



“95% of purchase decision-making takes place in the subconscious mind”

“How Customers Think”
— Gerald Zaltman, Harvard Business School



Decision Defaults

Use decision defaults in your mail to:

- 1. Make it stand out**
- 2. Make it about the target**
- 3. Make it easy to understand**
- 4. Make people feel ownership**
- 5. Make people feel confident**

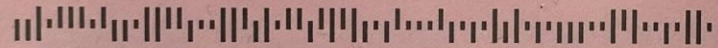
#1. Make it stand out: Von Restorff Effect



Home Service Agreement Programs
5 Revere Dr. STE 200
Northbrook, IL 60062



**RESPONSE TO THIS
NOTICE REQUESTED**



31*2*8463 *****MIXED AADC 840
NANCY HARHUT
290 PARKER ST
NEWTON CENTER MA 02459-2673





ACTION:

**Make your piece different
than the rest of the day's mail**

#2. Make it about the target: Implicit Egotism

HELLO
my name is

Cambridge Trust Company

Ms. Nancy L. Harhut
290 Parker St
Newton Center, MA 02459-2673

At Cambridge Trust...

At Cambridge Trust, nothing is more important to us than helping our clients create a secure financial future for the lives they've worked so hard to build. Like many of them, you work hard balancing the here-and-now with longer term goals, and we're here to help — as we have been for 190 years. We'll help you find the right products and solutions for your needs.

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Yield

A relationship with
Cambridge Trust...

A relationship with you is what's most important to me. I am part of a team of trusted advisors that is committed to understanding your specific financial needs; we will work collaboratively to create a customized solution to achieve your goals. Opening a Premium Savings Account may be a perfect opportunity to take the next step toward building your financial future. Your account can be easily accessed and managed online, on a mobile device, by phone or in person.

I'd be delighted to meet or speak with you at your convenience to discuss your banking needs and answer any questions you may have. Please call my direct line at 781-893-5500 or email me to set up a time to speak. I look forward to hearing from you soon.

I'd be delighted to meet...

andrea.cope@cambridgetrust.com

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@nharhut

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See other side for more details.

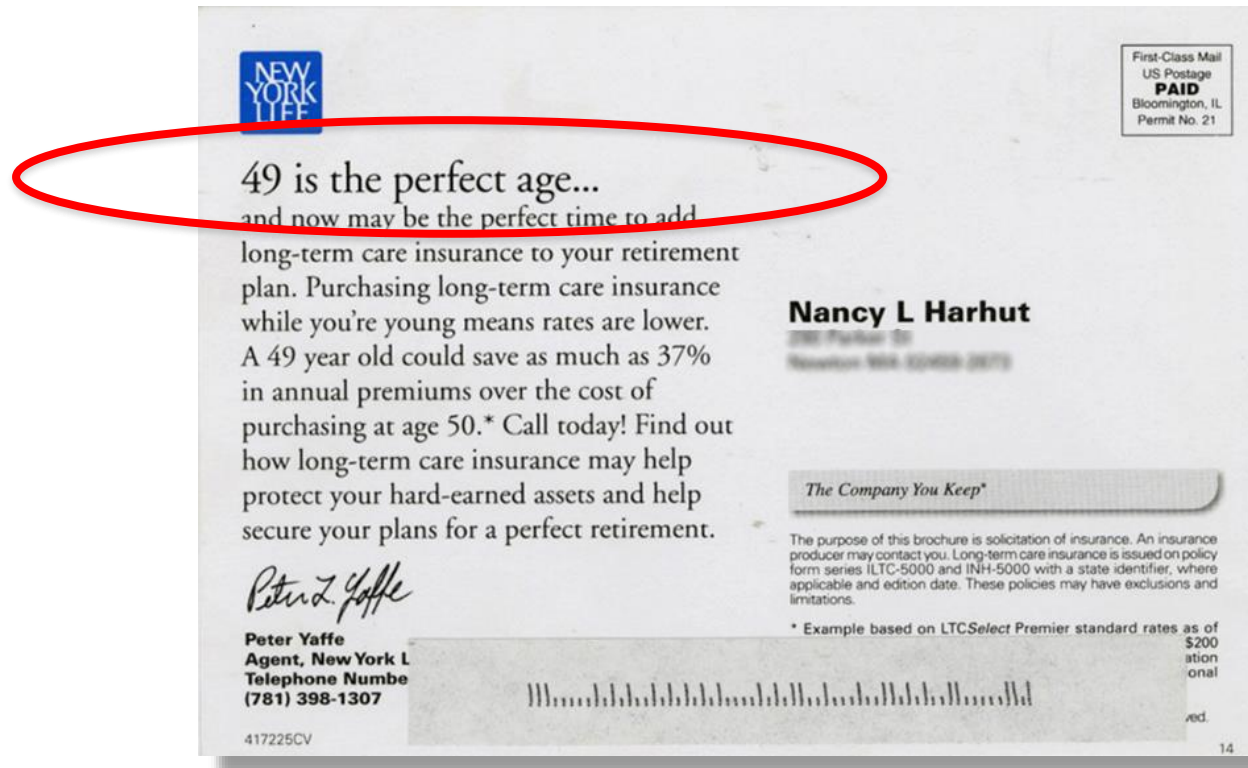
Hi Nancy:
You take your savings seriously, and so do we. With a **360 Money Market®** account from Capital One®, you're in for some serious savings growth.

A top rate, not just a promo rate
Earn one of the nation's best savings rates at 1.20% APY—on accounts with balances of \$10,000 or more.

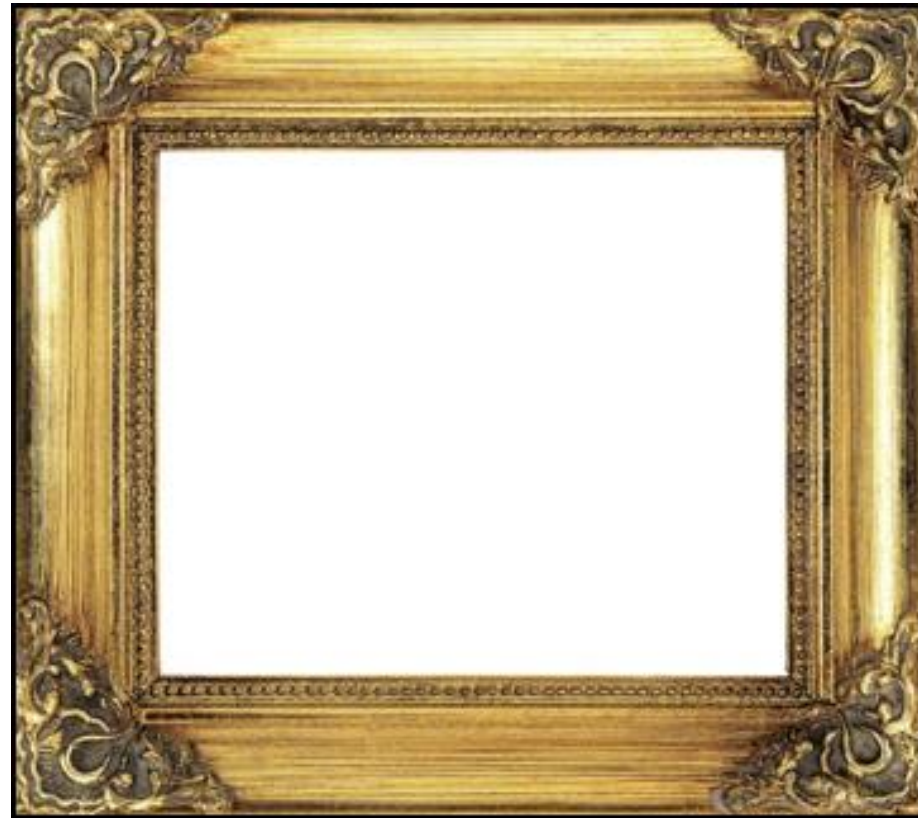
ACTION:

Make it about your customers and prospects, not about your company

PRO TIP: Use data to customize/personalize



#3. Make it easy to understand: Picture Superiority Effect



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Before



Before

After



After



Before



After

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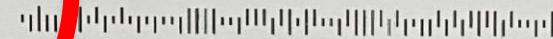


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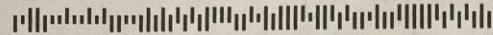
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Ms. Nancy L Harhut
290 Parker St.
Newton Center, MA 02459-2673



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 - Enclose your check; payment details on reverse side

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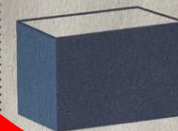
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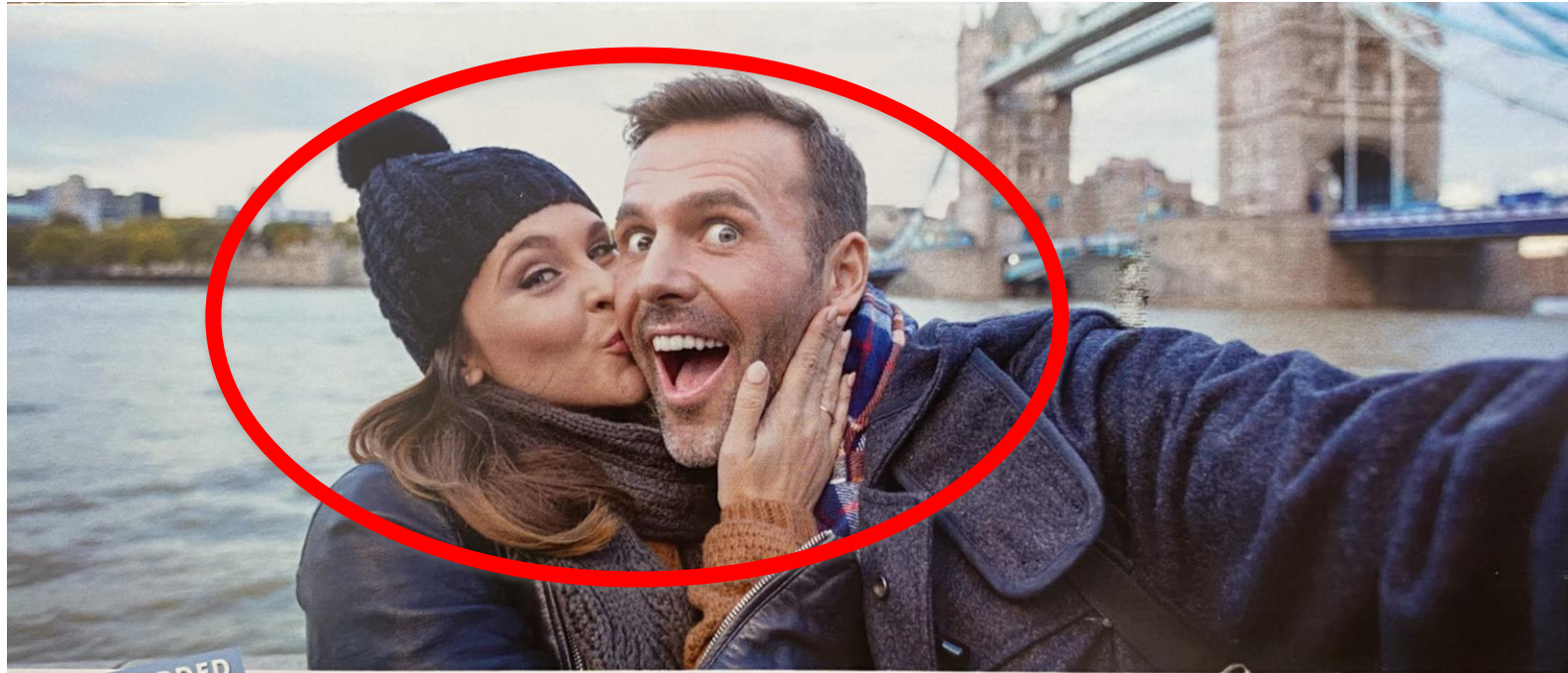
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ACTION:

**Use images because they are
processed faster than words**

PRO TIP:

Strategically use eye gaze

FROM \$25
COVER-UPS THAT ACT LIKE DRESSES

Stop at the store or grab a quick bite without looking like you just stepped off the beach. (All you have to do is brush off the sand.)

F. Jersey Tank
Cover-up



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CLASSIC STRIPE

B. NEON PINK
ROSE STRIPE

C. BRIGHT
SAPPHIRE
EMBROIDERY

C. BLACK
EMBROIDERY

C. CERISE PINK
EMBROIDERY

E. DEEP SEA
FLORAL

D. DEEP SEA

D. LIGHT
TURQUOISE

F. BLACK
ECLIPSE DOTS

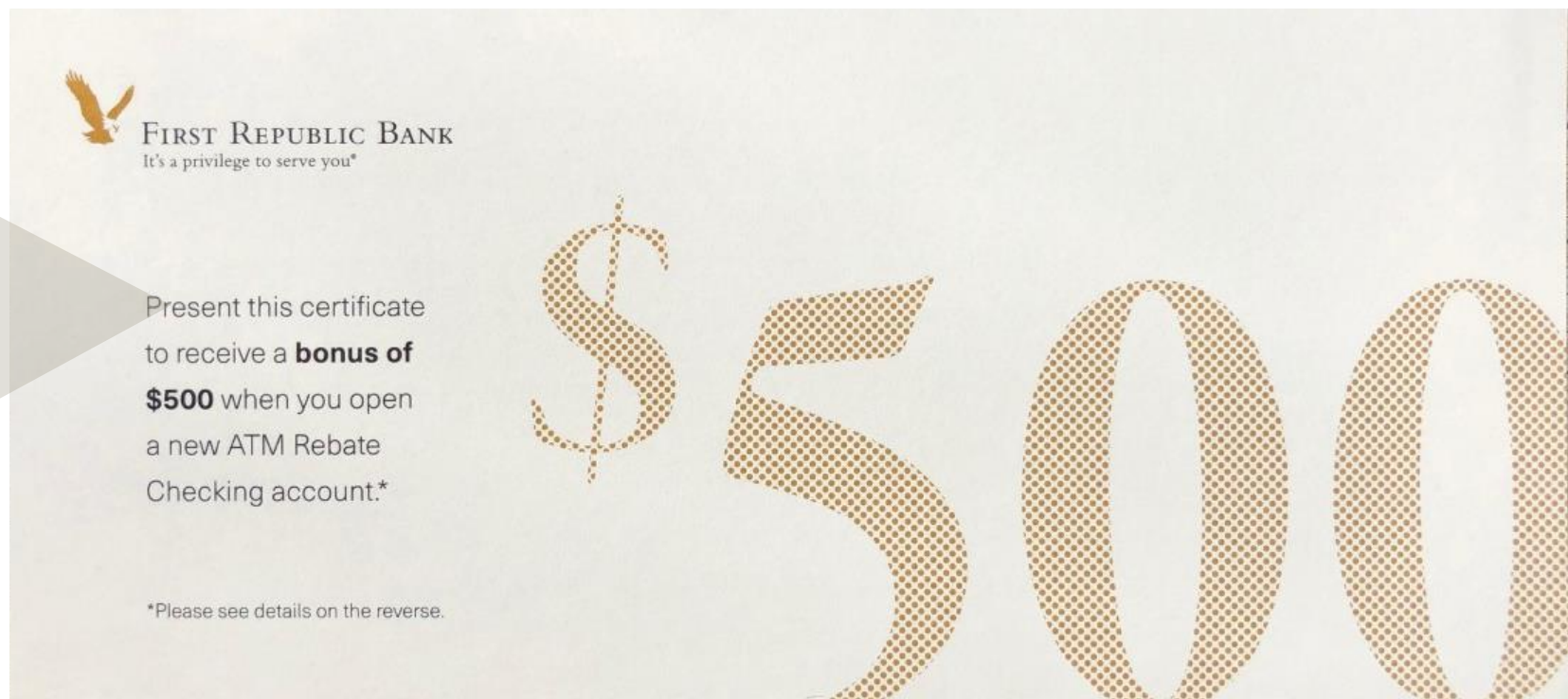
#4. Make people feel ownership: Endowment Effect



— Richard Thaler

@nharhut

Present this certificate to receive a bonus of \$500 when you open a new ATM Rebate Checking account.



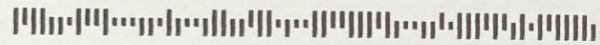


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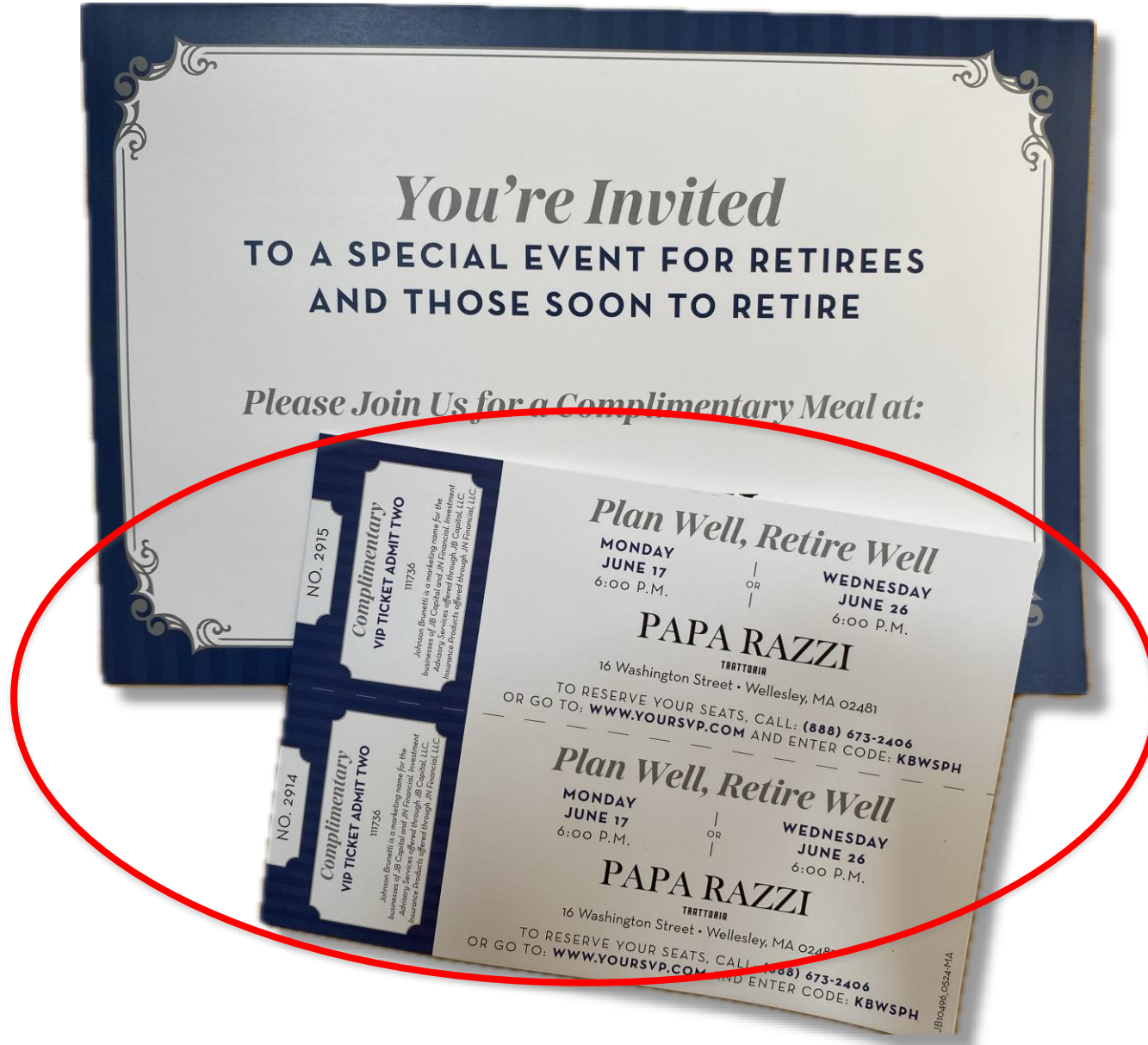
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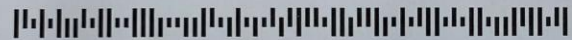
Preferred Rewards

DIAMOND

Important information about your program benefits

000001

Nancy L Harhut
290 Parker St
Newton Center MA 02459-2673



Diamond tier benefits and rewards include:

75%
Rewards Bonus

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Nancy L Harhut,

We hope you are enjoying all of the exclusive rewards and benefits offered by Preferred Rewards. During our annual program eligibility review, we noticed the combined balances in your qualifying Bank of America® deposit and/or Merrill investment accounts are below the amount required to maintain your current Preferred Rewards Diamond tier.

Lifestyle

**...combined balances are below the amount required...
In order to continue to enjoy Diamond Tier benefits, your balance would need to to meet the three month combined average daily balance minimum...**

ACTION:

**Give people something
or remind them of what they have**

PRO TIP:

Send part of something and bring the rest to a meeting



#5. Make people feel confident: Social Proof



John Sample MD
123 Main Street
Anytown, MA 12345-6789

**Do you know any of these
clinicians in your area?**

Subscribers in your area:

Dr. Neal Friedman
Sharon, MA

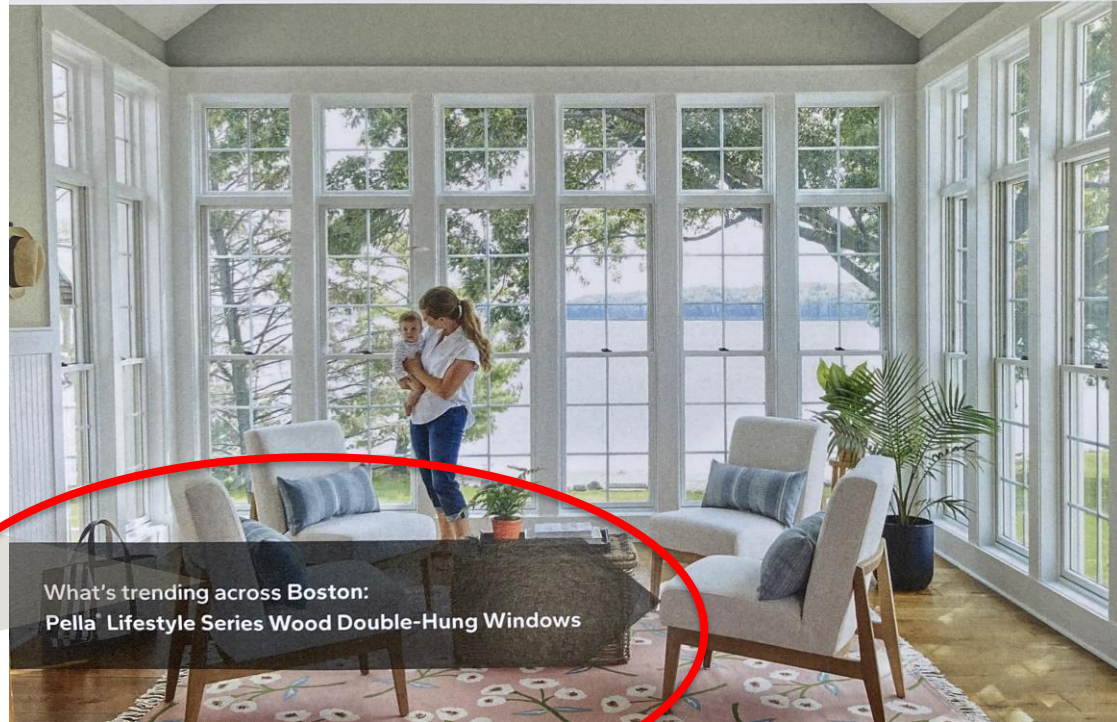
Dr. Kenneth Berlin
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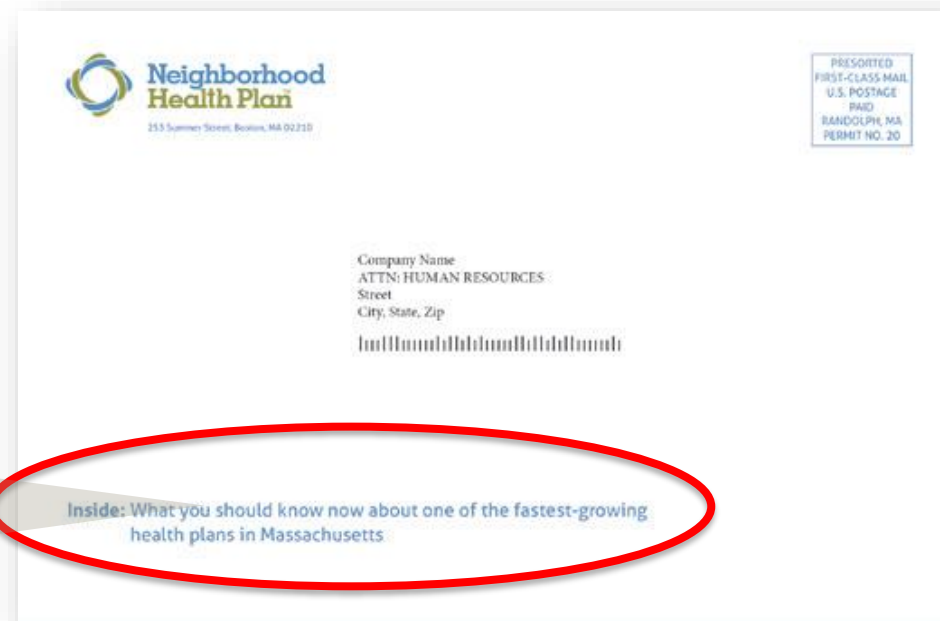
ACTION:

**Tell people others have already done
what you want them to**

PRO TIP:

Flag most popular/fastest growing

Inside: What you should know about one of the fastest-growing health plans in Massachusetts



RECAP

- 1. Von Restorff Effect**
- 2. Implicit Egotism**
- 3. Picture Superiority Effect**
- 4. Endowment Effect**
- 5. Social Proof**

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Mark Schaefer, author of *Marketing Rebellion*

Nancy Harhut

Using Behavioral Science in Marketing

Drive customer action and loyalty by prompting instinctive responses



“This is a must read for anyone who wants to drive engagement, sales, and growth”
- Jay Schwedelson



THANK YOU!

FREE Behavioral
Science Cheat Sheet

